



# 2009 RECOVERY ACT



HELPING SMALL BUSINESS START, GROW AND SUCCEED

## MOVING FORWARD IN 2010

*Is your business stuck in neutral?*

*Are you marketing for 21<sup>st</sup> Century customers?*

*Is your business prepared for the opportunities that are coming?*

*Topics to be covered in this seminar:*

- It's a multi-channel world – no longer does one marketing *technique* fit all prospects
- Your Website is your company's front door - update to greet your customers
- Google is the new Yellow Pages - search engine traffic drives real business
- What's all this stuff about "Twitter" and "Social Media"- learn the basics for your use
- E-mail tips - building and using lists
- Step-by-step plan on how to use technology - don't panic; here's help
- Finding resources to implement your new marketing
  - Loans to help your company grow and for start-up companies
  - Meet with lenders and business counselors that can help you succeed

**Wednesday, June 23**

**Registration: 8:30 am      Program: 9:00 am**

**Walden Inn Conference Center at DePauw University  
2 West Seminary Street  
Greencastle, IN**

*(There is no charge for attending)*

**RESERVATIONS REQUIRED BY JUNE 18<sup>TH</sup>: (317) 226-7272 or [Sharon.murff@sba.gov](mailto:Sharon.murff@sba.gov)**

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Thursday, June 17

Registration: 8:30 am      Program: 9:00 am  
Flagship Enterprise Center      2701 Enterprise Drive  
Anderson, IN

*(There is no charge for attending)*

**RESERVATIONS REQUIRED BY JUNE 14<sup>TH</sup>:** (317) 226-7272 or [Sharon.murff@sba.gov](mailto:Sharon.murff@sba.gov)

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**Tuesday, June 15**

Registration: 8:30 am      Program: 9:00 am  
The John Miller Center      2900 North Park Road  
Connersville, IN

*(There is no charge for attending)*

**RESERVATIONS REQUIRED BY JUNE 10<sup>TH</sup>:** (317) 226-7272 or [Sharon.murff@sba.gov](mailto:Sharon.murff@sba.gov)

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Thursday, June 24

Registration: 8:30 am      Program: 9:00 am

Holiday Inn Evansville Conference Center      4101 Highway 41 North  
Evansville, IN

*(There is no charge for attending)*

**RESERVATIONS REQUIRED BY JUNE 21st:** (317) 226-7272 or [Sharon.murff@sba.gov](mailto:Sharon.murff@sba.gov)

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# SMALL BUSINESS FINANCING

**Starting a business? Expanding your business?**

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Learn how to finance your business during this **free** seminar:

- Availability of start-up capital
- Money to purchase a building
- Refinancing of existing debt
- Funds to improve business cash flow
- Business plan basics

***Friday, July 23, 2010  
1:00 p.m. – 3:00 p.m. EDT***

***Ivy Tech Lawrence Campus  
9301 East 59<sup>th</sup> Street  
Indianapolis, IN***

***Reservations are required. Contact Vernice Mathis (317) 226-7272 x115 or  
Vernice.mathis@sba.gov***

Reasonable arrangements for persons with disabilities will be made if a written request and contact information is received in advance. Contact the U.S. Small Business Administration, Indiana District Office, 8500 Keystone Crossing, Suite 400, Indianapolis, Indiana 46240, (317) 226-7272. All of the SBA programs and services are provided to the public on a nondiscriminatory basis.